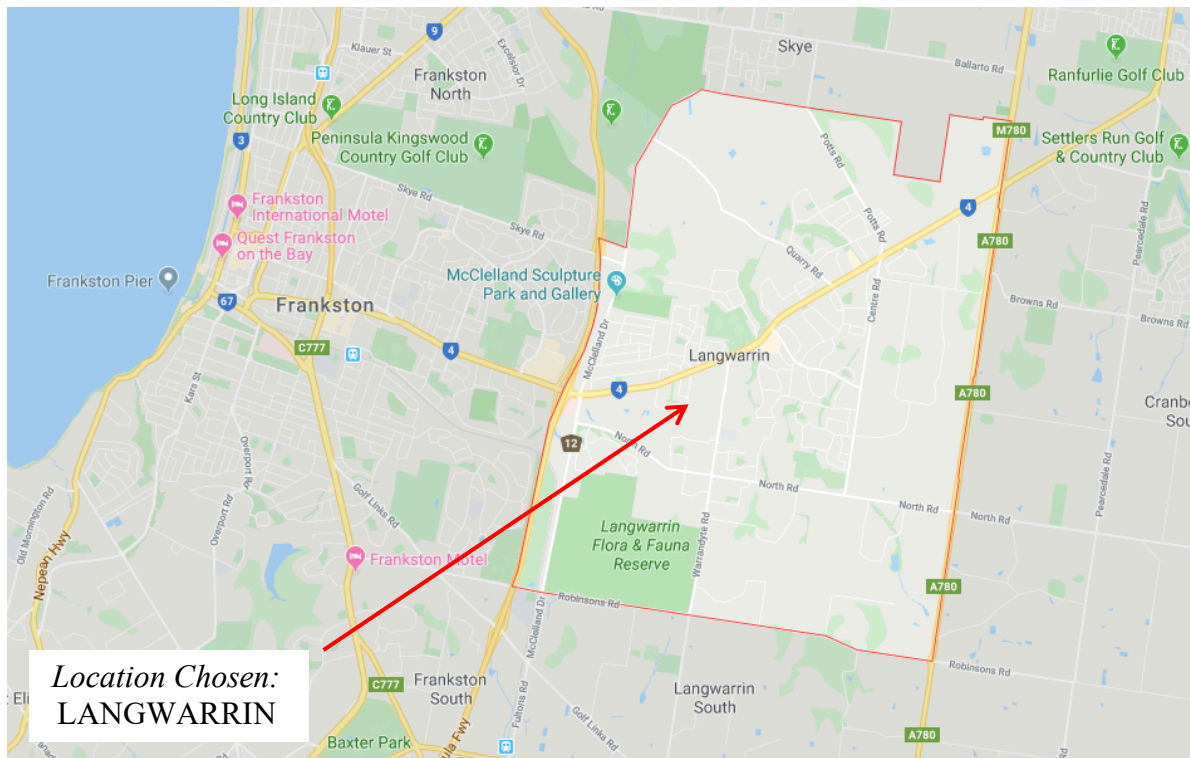


Langwarrin Research Report

PART 1: SCOPING YOUR LOCAL TERRITORY



Demographic Characteristics

According to a 2016 Census found on the Australian Bureau of Statistics (2017), the demographic characteristics of Langwarrin are as follows:

Characteristics	Figures
Total Population	22,588
Total % of pop. who is Male	48.7%
Total % of pop. who is Female	51.3%
Median Age	37
Families	6,244
All Private Dwellings	8,709
Average people per house	2.7
Median weekly household income	\$1,579
Median weekly rent	\$320
Average cars per dwelling	2.1

Geographic Characteristics

According to the Commonwealth of Australia (2016), the Victorian Resources Online (2018), and the Frankston City Council, the geographic characteristics of Langwarrin are as follows:

Characteristics	Information
Land Area	2,893
Location	42km from Melbourne
Population Density	8.24 persons per hectare
Latitude	-38.167

Longitude	145.167
Reserves	19
Lakes	4
Main Roads	4
Number of Streets	355
Landform	Rolling low hills
Prominent Feature	Langwarrin Flora and Fauna Reserve

Key Industries

Langwarrin's top three areas of employment, according to the Frankston City Community Profile (2016), are in:

- Construction: 15%
- Retail Trade: 11.9%
- Health Care and Social Assistance: 12.2%

Council Information

Frankston City Council – part of the Division of Dunkley

Key items brought forward at last council meeting, according to the Council Agendas and Minutes (2019), are as follows:

- Different planning permits (x4)
- Different town planning applications (x3)
- Town Planning Progress Report
- Amendment of the Road Management Plan
- Draft 2018/2019 Mid-Year Budget Review
- Kananook Railway Station Improvements
- Bus Shelters at the Frankston Railway Station
- White Street Mall Revitalisation

Parliamentary Information:

Parliament Member	Information
Ms. Peta Murphy	<i>Website:</i> https://www.aph.gov.au/Senators_and_Members/Parliamentarian?MPID=133646 <i>Recent Press Statement:</i> 24 th October 2019 <i>Statement Topic:</i> Breast Cancer awareness month and the Cancer Council's Pink Ribbon Campaign
Senator David Van	<i>Website:</i> https://www.aph.gov.au/Senators_and_Members/Parliamentarian?MPID=283601 <i>Recent Press Statement:</i> 13 th November 2019 <i>Statement Topic:</i> The Coalition Government will stand side-by-side with Australian farmers and small businesses
Senator Jess Walsh	<i>Website:</i> https://www.aph.gov.au/Senators_and_Members/Parliamentarian?MPID=252157 <i>Recent Press Statement:</i> 13 th November 2019 <i>Statement Topic:</i> The National Disability Insurance Scheme Amendment Bill 2019 does not do much for citizens, and she wants to change the NDIS to help people
Ms. Melina Bath	<i>Website:</i> https://www.melinabath.com.au/ <i>Recent Press Statement:</i> 14 th November 2019 <i>Statement Topic:</i> There are many problems in the Gippsland Region which Bath would like to help fix (such as farm trespass inquiries)
The Hon Jan Garrett	<i>Website:</i> http://www.janegarrett.org.au/ <i>Recent Press Statement:</i> 6 th November 2019

	<i>Statement Topic:</i> There are many problems in the Mornington Peninsula and Bass Coast Region which Garrett would like to help fix (such as upgrading the Lakes Entrance Eastern Training Wall, so it is safer for locals and tourists)
Ms. Harriet Shing	<i>Website:</i> http://www.harrietshing.com.au/ <i>Recent Press Statement:</i> 1 st November 2019 <i>Statement Topic:</i> The performance of paramedics, doctors and nurses is excelling, as even though hospitals have been seeing more patients, the patients are being treated quicker than ever before.

PART 2: LOCAL MEDIA PRESENCE

In Langwarrin (part of the Frankston area), there are a few different media presences available:

- Frankston Times
- Frankston City News
- Frankston Standard Leader
- Casey Radio

The closest and most relevant newspaper for Langwarrin is Frankston City News. This is a newspaper that comes out 2 monthly and is distributed to over 60,000 homes, according to the *Frankston City News* webpage (2009-2019). The most recent edition is for November/December 2019, and the newspaper discusses a wide variety of topics:

- Two sporting projects in Frankston – Jubilee Park Indoor Stadium and Frankston East Tennis Club – are under way
- Frankston won an award at the Keep Victoria Beautiful Sustainable Cities Award ceremony
- The 2019 Burger Off competition has a winner
- Community Expo and Bus Tour of Langwarrin
- Donna Cartwright is named Volunteer of the Year for 2019
- 60th Anniversary of the film *On the Beach*
- Tips to survive Magpie season
- What’s on at the Frankston Library and Arts Centre

There are many more stories in the newspaper, but the ones listed above are good examples of different soft/hard stories relating to events and information around Langwarrin. The best example of a hard news story is about the award for keeping Victoria beautiful. The article is timely and relevant because everyone is wanting to do their part to help the environment, and this article shows that their actions have made a big difference. An example of a soft news story is the tips for surviving Magpie season. The article is funny and useful, as the tips can be applied when people are going bike riding or walking in Spring. Another example of a soft news story is the one about the film *On the Beach*. This film is based on a Langwarrin local’s novel and is a piece which briefly explores the history of the movie and where it was filmed, almost like a movie review, which would be good for the audience who is likely to want to watch it afterwards.

Frankston City News is a council-owned newspaper, put together by Sarah Pye. The Communications Team originally launched the paper in 2009, meaning the council fully funds the newspaper, which is sent to external companies to print and then distributed by Australia Post. The Audited Media Association of Australia (AMAA) did not have data for circulation trends of the Frankston City News. When asked, Pye said that they deliver the paper to every home in the Frankston/Langwarrin area, and so whatever the population was for that year, that was the number of papers delivered:

- 2014 = 22,835
- 2015 = 23,179
- 2016 = 23,399
- 2017 = 23,641
- 2018 = 23,845
- 2019 = 25,156

However, the AMAA did have data for the Frankston Times (also available for Langwarrin):

- Period ending: 19th March
- Type: community newspaper
- Average Net Print Distribution: 29,880
- Mailed to Individuals: 30
- Distributed to Residentials: 27,200
- Bulk Distribution: 2,650

According to Kirsty Hess and Lisa Waller (2017, pg. 59), “each locality is unique in some way, depending on geographic, political, social and/or cultural influences”, which essentially means that every local and international newspaper will report on different events in a different way. The Frankston City News is a hyperlocal newspaper, which is “...a hybrid model in that it is both not-for-profit and commercial” (Hess, 2019). The articles within the paper are often written by council members wanting to update the local community, as well as other members of the Frankston

Council. Frankston City News is freely distributed and accessed online, and within the newspaper there are many ads and articles which promote different small businesses, schools, events, etc.

For the Langwarrin area there are hardly any broadcasting businesses, but the main one is Casey Radio. They are a community radio station which caters to Victoria's South-Eastern suburbs. According to the Community Media Broadcasting of Australia, Casey Radio is primarily for the South-Eastern area. On the Casey Radio website, it says "Casey Radio reaches 216,000 an average listening time of 9.5 hours per week". They go on to say that they are community focused, specialising in local content, news and sport. They are the only South-Eastern radio station, which is on air 24 hours each day, 7 days a week.

PART 3: POTENTIAL LOCAL NEWS STORY

The idea I have for my original local hard news story that I will be researching and writing, is about children walking and riding bikes to school.

In the Langwarrin area, there are three schools along Warrandyte Road, which is the central road in Langwarrin. The names of the schools and their student count are:

- ⇒ Elisabeth Murdoch College = 1,719 students
- ⇒ Langwarrin Primary School = 641 students
- ⇒ St. Jude's Primary School = 270 students

This means that there are around 2,630 children who need to be picked up from school at the same time. The angle I am wanting to take for this story is that parents and teachers should be encouraging children to walk or ride their bikes to school to reduce traffic along Warrandyte road during school pick up and drop off times, and also because it is good exercise for the children and gets them outside. There are some parents and locals who are frustrated with how busy the traffic gets along Warrandyte road, and so if more children were walking or riding bikes, it would significantly reduce the back up of cars.

From 8:00am-9:30 am and then again from 2:30pm-4:30pm every Monday to Friday, it is almost impossible to drive along the 2.2km single lane road between Cranbourne-Frankston Road and North Road (see map below for reference) due to the traffic.

I have confirmed and will be interviewing a parent of a school child, and a local to Langwarrin. They will be able to chat to me about how the traffic affects them, as well as whether they endorse the idea of children riding bikes and walking.

I have also contacted and am hoping to interview the principle of St. Jude's Primary School. She would be able to tell me whether they actively try to get students to walk or ride bikes to school, and whether she thinks this would make a difference to the traffic.



Secondary Sources

1. Elisabeth Murdoch College: <https://www.emc.vic.edu.au/>
This source would be useful for my article because it is the website for Elisabeth Murdoch College. The website will be able to provide me with information about the school, as well as information about the number of students and the times they are at school.
2. St. Jude's Primary School: <https://www.sjlangwarrin.catholic.edu.au/>

This source would be useful for my article because it is the website for St. Jude's Primary School. The website will be able to provide me with information about the school, as well as information about the number of students and the times they are at school.

3. Langwarrin Primary School: <http://www.langwarrinps.vic.edu.au/>
This source would be useful for my article because it is the website for Langwarrin Primary School. The website will be able to provide me with information about the school, as well as information about the number of students and the times they are at school.
4. VicHealth: <https://www.vichealth.vic.gov.au/programs-and-projects/walk-to-school>
This source would be useful for my article because it provides information on Walk to School Month, which is a great way to encourage walking and riding bikes to school.

Issue Relevant to Langwarrin

A current issue which is generating a lot of media attention is the bushfires in Australia. This is relevant to Langwarrin because in the most recent issue of Frankston City News, there is an article titled 'Is Your House Bushfire Ready?'. The article outlines measures you can take at home to help prepare your home, as well as recommendations on different property areas and how they should approach the season.

According to Google, a vox pop is a "popular opinion as represented by informal comments from members of the public, especially when broadcast or published". Two questions which could be posed to potential participants of a vox pop would be:

1. Have you ever lived in an area which is a popular location for bushfires?
2. Do you think that the guidelines outlined in 'Is Your House Bushfire Ready?' are useful tips, and would you apply them to your home?

BIBLIOGRAPHY

Part 1

- ⇒ Unknown, 2017, *2016 Census QuickStats*, Australian Bureau of Statistics, 27th November 2019, https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/SSC21458?opendocument
- ⇒ Unknown, 2016, *Commonwealth of Australia*, Taseo, 29th November 2019, <http://www.taseo.com/index-e-as-v-07-d-m2243560.htm>
- ⇒ Unknown, 23/11/2018 November 2018, *Victorian Resources Online*, Agriculture Victoria, 27th November 2019, http://vro.agriculture.vic.gov.au/dpi/vro/portreg.nsf/pages/port_soil_survey_cranbourne_lang
- ⇒ Unknown, Unknown, *Frankston City Council*, Frankston City, 29th November 2019, https://www.frankston.vic.gov.au/Things_To_Do/Playgrounds/Langwarrin
- ⇒ Unknown, 2016, *Frankston City Community Profile*, .idcommunity, 28th November 2019, <https://profile.id.com.au/frankston/industries?WebID=160>
- ⇒ Unknown, Unknown, *Frankston City Council*, Frankston City, 29th November 2019, <https://www.frankston.vic.gov.au/Home>
- ⇒ Google Maps – view of the Langwarrin area, <https://www.google.com/maps>

Part 2

- ⇒ CBAA, Unknown, *97.7FM*, Casey Radio, 28th November 2019, <https://www.3ser.org.au/>
- ⇒ Unknown, 2009-2019, *Frankston City Council*, Frankston City, 29th November 2019, https://www.frankston.vic.gov.au/Your_Council/Media_and_Publications/Frankston_City_News
- ⇒ Unknown, March 2019, *Frankston Times*, Audited Media Association of Australia, 27th November 2019, <http://www.auditedmedia.org.au/ed/mobile/display/publication/961>
- ⇒ Hess, Kirsty & Waller, Lisa 2017, 'Local Media Around the World', *Local Journalism in a Digital World*, Palgrave, London, pg. 59-83
- ⇒ Unknown, Unknown, *Casey Radio*, Community Broadcasting Association of Australia, 28th November 2019, <https://www.cbaa.org.au/station/3SER>
- ⇒ Unknown, 2018, *Frankston City Community Profile*, .idcommunity, 27th November 2019, <https://profile.id.com.au/frankston/population-estimate?WebID=160>
- ⇒ Unknown, 2019, *Langwarrin*, Australian Bureau of Statistics, 29th November 2019, https://itt.abs.gov.au/itt/r.jsp?RegionSummary®ion=214011374&dataset=ABS_REGIONAL_ASGS2016&geoconcept=ASGS_2016&measure=MEASURE&datasetASGS=ABS_REGIONAL_ASGS2016&datasetLGA=ABS_REGIONAL_LGA2018®ionLGA=LGA_2018®ionASGS=ASGS_2016

Part 3

- ⇒ Oxford, 1960, *Definition of Vox Pop in English*, Lexico, 8th December 2019, https://www.lexico.com/en/definition/vox_pop
- ⇒ Google Maps – view of Warrandyte Road between Cranbourne-Frankston Road and North Road, <https://www.google.com/maps/place/Warrandyte+Rd,+Langwarrin+VIC+3910/@-38.1584099,145.1851529,15z/data=!4m5!3m4!1s0x6ad60a57250c7ce7:0x85e31f820008e613!8m2!3d-38.1665461!4d145.1882911>